

California Code of Regulations, TITLE 4. BUSINESS REGULATIONS

Division 6

Chapter 1. Outdoor Advertising -General

**2240. Scope.** (a) The purpose of this Division is to implement, interpret, make specific, and otherwise carry out the provisions of the California Outdoor Advertising Act, Business and Professions Code Sections 5200, et seq.

(b) The provisions of this Division apply to the placing of a Display in the following areas:

(1) A Display that is placed within 660 feet from the edge of the right of way of an interstate or a primary highway and is visible from the highway, including a Display located in an incorporated area.

(2) A Display that is placed beyond 660 feet from the edge of the right of way and is designed to be viewed primarily from an interstate or a primary highway, including a Display located in an incorporated area.

(3) A Display placed and visible from any other highway in an unincorporated area.

(c) A Display that violates the provisions of this Division is deemed to be in violation of the Outdoor Advertising Act.

(d) The provisions set forth in this Division are cumulative to all other applicable laws and regulations controlling a Display.

Note: Authority cited: Sections 5250, 5251, and 5415, Business and Professions Code. Reference: Sections 5200 to 5486, 5270, 5271, 5408.1, 5463, and 5465, Business and Professions Code; Title 23 United States Code, section 131 Title 23 Code of Federal Regulations, section 750.701.

**2241. Enforcement.** The Department of Transportation and the Director or the Director's designee is hereby authorized and directed to enforce the provisions of the Act and these regulations, and are further authorized and directed to revoke a license or a permit and remove a Display for violating any provision of the Act or these regulations.

Note: Authority cited: Sections 5250 and 5415, Business and Professions Code. Reference Sections 5250 and 5463, Business and Professions Code, and 23 USC section 131(r)(2).

**2242. Definitions.** The following terms when used in this Title 4, Division 6, have the following meanings:

(a) "Accepted" means the official act of acceptance by the Department of a contractor's completion of a highway project acknowledging the contractor has performed all obligations of a highway contract.

(b) "Act" means the California Outdoor Advertising Act, Sections 5200 et seq., Business and Professions Code.

(c) "Adjacent To" means located within, either in whole or part, an area formed by measuring 660 feet laterally from the edge of the right-of-way of a landscaped freeway sections along a line perpendicular to the center line of the freeway.

(d) "Changeable" means any message change occurring more than once every twenty-four hours.

(e) "Chief Landscape Architect" means the employee of the Department of Transportation charged with statewide responsibility for supervising Highway Planting Projects.

(f) "Completed" means a contractor has performed all obligations under a highway project contract.

(g) "Continuous Planting" means State right of way contiguous to the traveled way which is planted with Ornamental Vegetation in accordance with standard landscaping practices. A physical break in the Planting of less than 200 feet for items such as a highway overcrossing or undercrossing, a stream, a canal, a stairway, a culvert, or a water system is not a gap and may not end a Continuous Planting.

(h) "Design Certification" means the design engineer for a given project certifies to Right of Way and Asset Management that the right of way indicated on the project maps is the area necessary for a given project.

(i) "Deputy Director Project Development" means the Deputy Director of Project Development of the Department of the Department of Transportation.

(j) "Display" means an advertising Display as defined in Section 5202.

(k) "Extension" means an Incidental increase in size of the advertising area which does not exceed the height, length, or total area allowed for in Section 5408(a) of the act.

(l) "Facing" means the portion of the Display that contains advertising copy.

(m) "Highway Planting Project" means an area of State highway right-of-way planted in conformance with plans developed or approved by the Department.

(n) "Imprint" means a marker (a stake or a flag) visible and legible from the highway that identifies the applicant by name or logo placed at the location of proposed display.

(o) "Incidental" means up to 33 percent of the total advertising area of the Display as authorized according to the Department's records and relates to the specific advertising copy. Measurement is made based on the height and the length but not the depth.

(p) "Landscape Architect" means a person employed by the Department who holds a certificate to practice Landscape Architecture in California under the authority of Division 3, Chapter 3.5, of the Business and Professions Code (5615 et seq.).

(q) "Light Box" or "sign cabinet" means a portable unit that is Incidental to the Display and its message does not flash, is not in motion, and does not change more than once every two minutes.

(r) "Ornamental Vegetation" means lawns, trees, shrubs, flowers, or other Plantings designed primarily to improve the aesthetic appearance of the highway. Inert material specifically placed to highlight the Ornamental Vegetation is considered part of the Ornamental Vegetation.

(s) "Office of Outdoor Advertising" means that unit of the Department which is delegated by the Director the responsibility of enforcing the Act and these regulations.

(t) "Penalty Fee" means a fee charged for late renewal of a license or a permit.

(u) "Permittee" means the applicant or a subsequent designee on record with the Department as owner of the outdoor advertising permit to place and maintain a specific Display.

(v) "Planting" means the placing or putting into the ground of any vegetation or seeds of vegetation; to set or sow with seeds or plants.

(w) "State Law" means only statutes enacted by the State Legislature, initiative process, or state constitutional provisions.

Note: Authority cited: Sections 5250 and 5415, Business and Professions Code. Reference: Sections 5200, 5202, 5216, 5250, 5440, and 5485, Business and Professions Code.

**2243. On-Premise Display.** On-premise Display is defined under Sections 5272, 5273, 5274, 5405(b), 5405(c), and 5442 of the Act. A Display consisting of the following is outdoor advertising and not an on-premise Display:

(a) A Display which advertises directions to, or the sale or lease of the property on which it is located, but which also advertises any product, service, or business activity unrelated to the sale or lease of the property on which the Display is located.

(b) A Display which advertises activities conducted on the property on which the Display is located, but which also advertises other activities not conducted on the property on which the Display is located.

(c) A Display which advertises a brand name, trade name, product or service only incidental to the principal activity conducted on the property, or from which the business or property owner derives rental income.

(d) A Display placed at or near the end of a narrow strip of property, which is contiguous to the property on which the advertised activity is conducted.

(e) A Display which solely advertises the sale or lease of the property upon which it is placed, but which also identifies a corporation or business activity as the property owner more conspicuously than the for sale or lease message.

Note: Authority cited: Sections 5250 and 5415, Business and Professions Code. Reference: Sections 5272, 5273, 5274, 5405(b), 5405(c), and 5442, of the Business and Professions Code, and 23 CFR section 750.709.

**2244. On-Premise Display within a Redevelopment Project.** The applicant shall accurately complete and submit the Outdoor Advertising Structure Permit/Application, Form ODA-0002 (Rev. 11/98) which is incorporated by reference, with a Redevelopment project boundaries map, and a Certification by Display Owner of Display Within Redevelopment Projects (Rev. 09/99), which is incorporated by reference.

Note: Authority cited: Sections 5250 and 5415, Business and Professions Code. Reference: Section 5273 of the Business and professions Code.

**2245. Extension of Time Limit for an On-Premise Display within a Redevelopment Project.** A Display is considered on-premise within a redevelopment project for a period of 10 years or the completion of the project, whichever first occurs, unless an arrangement is made between the redevelopment agency and the Department to extend the period for good cause.

(a) The Department provides written notice to the redevelopment agency governing the project and a copy to the Permittee if different, that the time limitation is expiring, after which Sections 5272 and 5405 of the Act apply.

(b) The redevelopment agency may request the Department to extend the time limit for a Display to be considered on-premise within a redevelopment project. The request

must be in writing and made before the 10-year period expires or within 30 days of the Department's notice, whichever is later. The written request must also identify the good cause for extension and the estimated project completion date.

(c) The Department provides a written response within 30 days of receiving the request for extension from the redevelopment agency.

(d) If an extension is not arranged, the Display must meet the requirements of Sections 5272 and 5405 of the Act, or a new permit must be obtained. If the Display does not meet one of those requirements, the Display must be removed or is subject to the violation process described in Chapter 3.6 commencing with section 2440 in Title 4 of the California Code of Regulations.

Note: Authority cited: Sections 5250 and 5415, Business and Professions Code. Reference: Section 5272, 5273 and 5405, Business and Professions Code.

**2246. On-Premise Display within a Business Center.** For the purpose of administering Section 5274 of the Act, a Display deemed an on-premise Display within a business center continues regardless of any of the following occurrences:

(a) The creation or construction, in or about the project, of a common parking area, driveway, thruway, alley, passway, public or private street, roadway, overpass, divider, connector, or easement intended for ingress or egress, regardless of where or when created or constructed, and whether or not created or constructed by the project developer or its successor, or by reason of government regulation or condition.

(b) The sale, transfer, conveyance of an individual lot, parcel, or parcels less than the whole, within the development project.

(c) The sale, transfer, conveyance, or change of name or identification of a business within the development project.

Note: Authority cited: Sections 5250 and 5415, Business and Professions Code. Reference: Sections 5274 and 5490(g), Business and Professions Code.

**2251. Prohibited Words or Phrases.** A Display containing any of the following copy is prohibited:

(a) The imitation, simulation or use of official U.S., U.S. Interstate, State or County highway signs or shields.

(b) Prohibited words: A word or combination of words that is construed as a command to traffic or as an official traffic sign is prohibited.

Note: Authority cited: Section 5250 Business and Professions Code. Reference: Section 5403(b) Business and Professions Code

**2270. Customary Maintenance.** "Customary maintenance" means any activity performed on a Display for the purpose of actively maintaining the Display in its existing approved physical configuration and size dimensions at the specific location approved on the application for State Outdoor Advertising Permit, or at the specific location officially recorded in the records of the Department for a legally placed Display, for the duration of its normal life.

(a) Customary maintenance includes the following activities:

(1) The Changing of the advertising message.

(2) Adding an Extension to an outside dimension of a Display as incident to the copy for a temporary period up to three years.

(3) The sale, lease, or transfer of the Display or its Permit.

(4) Adding a Light Box.

(b) Customary does not include the following (all of which acts are considered as a "placing" of a new advertising Display):

(1) Raising the height of the Display from ground level.

(2) Relocating all or a portion of a Display.

(3) Adding a back-up Facing to a single Facing Display.

(4) Increasing any dimension of a Facing except as permitted by Section 2270(a)(2).

(5) Turning the direction of a Facing.

(6) Adding illumination or a Changeable message with the exception of a light box.

Note: Authority cited: Sections 5250 and 5415, Business and Professions Code. Reference: Sections 5415, Business and Professions Code

**2271. Destroyed Nonconforming Display.** (a) A nonconforming Display is destroyed and not eligible for customary maintenance when for 60 days after notice from the Department, it remains damaged and is not used for the purpose of outdoor advertising in the configuration (size, Facings, location, structure) approved by the Department.

(b) When the Department becomes aware of or identifies a damaged nonconforming Display, the Department mails a written notice by certified mail to the Permittee beginning the 60-day time period for the Permittee to refurbish, replace, rebuild, or re-erect in kind or smaller the damaged Display and to place advertising copy. An "available for lease" or similar message that identifies the advertising availability of the Display on which the message is placed is advertising copy as long as the message contains a valid telephone number or address to contact for information. Refurbishing, replacing, rebuilding or re-erecting shall be to the approved characteristics as recorded in the department's records for the Display. This notice is not necessary if the Permittee has completed repair back to the approved characteristics prior to notice being issued by the Department.

(c) The Permittee has until the end of the 60-day time period identified in the Department's notice to repair, replace, rebuild, or re-erect in kind the damaged nonconforming Display and place advertising copy. Upon receiving written notice from the Permittee showing good cause prior to the 60th or last day of the time period, the Department may extend the established time period not to exceed a total of six months. In such case, the Department shall issue a written response identifying by what date the work must be completed.

(d) When the nonconforming Display is not restored and advertising is not placed before the last day of established time period, the Display's customary maintenance is ended and the Display is deemed destroyed. When the nonconforming Display is deemed destroyed, the permit is subject to revocation and the remains of the Display are subject to removal under the violation process in Chapter 3.6, commencing with section 2440 in Title 4 of the California Code of Regulations. After the permit is revoked, a permit may not be issued for the location unless the Display conforms to all

laws and regulations in effect at the time of application. The last Permittee is responsible for the removal of all remnants of the destroyed Display.

Note: Authority cited: Sections 5250 and 5415, Business and Professions Code. Reference: Sections 5225 and 5463, Business and Professions Code and 23 CFR 750.707(d)(6)(i).

**Section 2272. Abandoned Nonconforming Display.** (a) A nonconforming Display is abandoned and its legal nonconforming use is terminated when it ceases to exhibit current advertising copy. An “available for lease” or similar message that identifies the advertising availability of the Display on which the message is placed is considered advertising copy as long as the message contains a valid telephone number or address to contact for information.

(b) The Department shall send a written notice, by certified mail, to the Permittee of a nonconforming Display that appears to be abandoned and discontinued.

(c) The notice requires the Permittee: to place advertising copy on the display within 60 days of the date of the Department's notice. The Department may extend this time if written notice showing good cause from the Permittee is received by the Department prior to the last day of the time period.

(d) The Permittee's failure to comply with section (c) of this regulation results in an abandoned Display. The permit shall be revoked and no new permit may be issued for this location unless it conforms to the laws and regulations in effect at the time of application. When advertising copy is not placed on the nonconforming Display by the established time period, the Display's customary maintenance is ended and the Display is deemed abandoned. When the Display is deemed abandoned, the permit is subject to revocation and the remains of the Display are subject to removal under the violation process in Chapter 3.6 in Title 4 of the California Code of Regulations. After the permit is revoked, a permit may not be issued for the location unless the Display conforms to all laws and regulations in effect at the time of application. The last Permittee is responsible for the removal of all remnants of the abandoned Display.

Note: Authority cited: Sections 5250 and 5415, Business and Professions Code. Reference: Sections 5415, 5463, Business and Professions Code and 23 CFR section 750.707(d)(6)(i).

## **Chapter 2. Outdoor Advertising on Protected Bonus Segments of Interstate Highways**

**2300. Scope.** The standards for regulating outdoor advertising on protected bonus segments of an interstate highway are specified in Title 23, Code of Federal Regulations (CFR), Chapter 1, Part 750.101 through 750.109 as last amended as of March 4, 1976 and by this reference are incorporated in these regulations.

Note: Authority cited: Sections 5250 and 5415, Business and Professions Code. Reference: Sections 5251 and of the Business and Professions Code.

## **Chapter 3. Measurements for Placing an Outdoor Advertising Display Along an Interstate or a Primary Highway.**

**2400. Scope.** The provisions of this chapter apply to the measurements for placing a Display visible from an interstate or a primary highway.

Note: Authority cited: Sections 5250 and 5415, Business and Professions Code. Reference: Sections 5205, and 5408, Business and Professions Code; 23 USC section 131(d); 23 CFR 750.102(c)(3); 23 CFR 750.706; 23 CFR 750.707

**2401. Measurement of Distances from a Commercial or Industrial Activity.** (a) A Display is placed in a business area when the Display is on property zoned as commercial or industrial by the local zoning authority and is within 1,000 feet of a commercial or industrial activity.

(b) To determine if a Display is within 1,000 feet of a commercial or industrial activity, measurement is made "in each direction". Measurement of distance to a Display is made along or parallel to the edge of the pavement of the main-traveled way from the outer edge of a commercial or industrial activity. The display also is within 1,000 feet when measuring the summation of the distance of "A" and "B". Refer to Diagram 3-1, Figures 1 and 2.

### DIAGRAM 3-1

Figure1

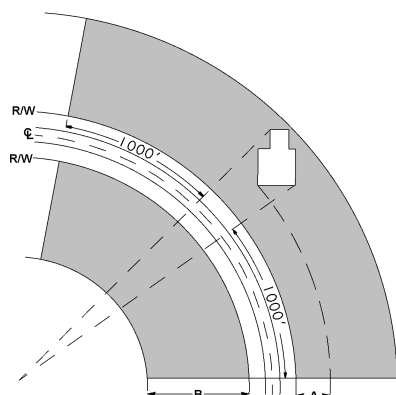
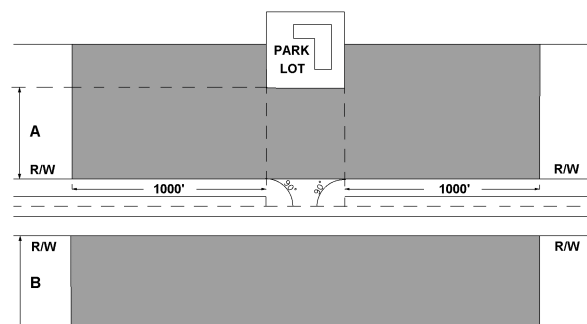


Figure 1



(c) An "activity" is located within 1,000 feet of the right of way and includes all buildings, structures, and related commercial and industrial uses, such as a driveway or a parking lot.

(d) Examples of activities not considered commercial or industrial include, but are not limited to, the following:

- (1) A Display.
- (2) Agricultural, forestry, grazing, farming and related activities, including, but not limited to wayside fresh produce stand vending.
- (3) A commercial or industrial activity that is unbuilt, transient, temporary, or open for less than 100 days a year.
- (4) Railroad tracks.

(5) An activity conducted in a building principally used as a residence.

Note: Authority cited: Sections 5250 and 5415, Business and Professions Code.

Reference: Sections 5205, 5223, and 5408, Business and Professions Code; 23 CFR section 750.708, 23 USC section 131.

**2402. Measuring Distances Between Advertising Displays.** The minimum distance between Displays is measured along the nearest edge of the pavement between points directly opposite the portion of each Display closest to the right of way. Where the copy panel is parallel to the right of way, measurement shall be made from the edge of the structure closest to the nearest Display. For multiple Displays to be considered one Display for measurement purposes, the Displays are either: contiguous; physically connected by the same structure or cross-bracing; or located fifteen feet or less apart at the nearest point in the case of a V-type or a back-to-back Display.

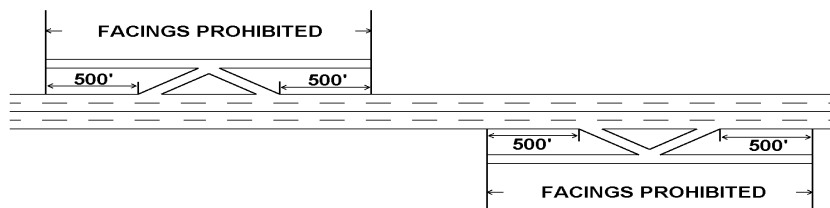
Note: Authority cited: Sections 5250 and 5415, Business and Professions Code.

Reference: Section 5408, Business and Professions Code, 23 CFR section 750.706

**2403. Measuring Distances from an Intersection or an Interchange.** (a) An intersection is a system of two or more interconnecting highways without a grade separation providing for the exchange of traffic. Only a road, a street, or a highway which enters directly into the main-traveled way of an interstate or a primary highway is regarded as intersecting. An alley, undeveloped right of way other than an interstate or a primary highway, a private road, and a driveway is not regarded as an intersecting street, a road, or a highway. Refer to Diagram 3-2, Figure 1. for an example of measuring from an intersection.

### DIAGRAM 3-2

Figure 1



(b) An interchange is a system of two or more interconnecting highways in combination with a grade separation providing for the exchange of traffic. A grade separation is where one highway is over or under another highway. The interchange includes a highway overcrossing, a highway undercrossing, a roadway, a taper, or a



ramp, providing for the exchange of traffic. Refer to Diagram 3-3, Figures 1 through 6 for examples of measuring from an interchange.

(c) The distance from an intersection or interchange is measured as follows:

(1) Where no exit or entrance roadway exists, measure the distance from the edge of the highway structure at grade separation to the point along the edge of the pavement opposite the closest edge of the Display. Refer to Diagram 3-3, Figures 1,2,3,and 5 for examples.

(2) When there is an off ramp from or an on ramp to the main-traveled way, measure along the edge of the pavement from the beginning or end of a pavement taper to the point where the portion of the Display is closest to a pavement taper. Refer to Diagram 3-4, Figure 1 and Diagram 3-3, Figures 1 through 6 for examples.

(d) An interchange or an intersection distance limitation is measured separately for each direction of travel. A Display application is approved for a Facing in a conforming location where an interchange or intersection distance prohibition applies to the opposite side of the freeway if the copy is not visible to traffic proceeding in another direction within the interchange or intersection. Refer to Diagram 3-3, Figures 2, 3, 5, 6, and Diagram 3-4, Figure 1 for examples.

Note: Authority cited: Sections 5250 and 5415, Business and Professions Code. Reference: Section 5408, Business and Professions Code.

Diagram 3-3

Figure 1

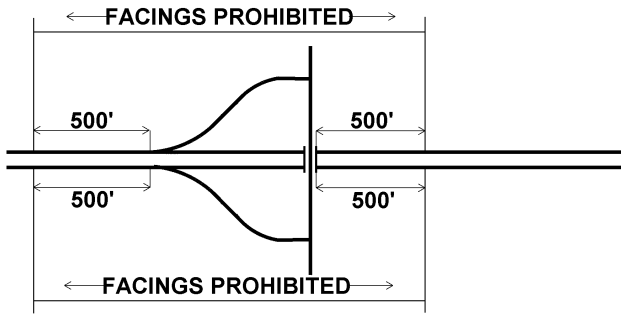


Figure 2

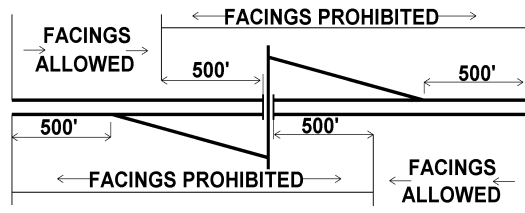


Figure 3

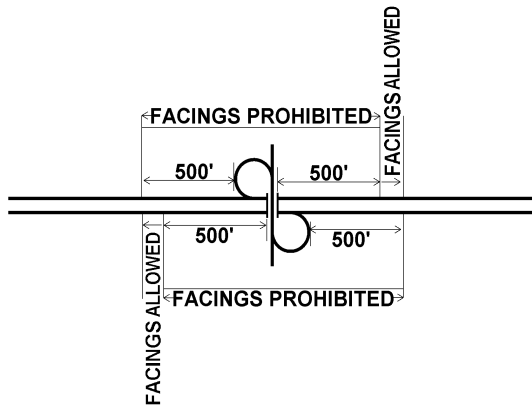


Figure 4

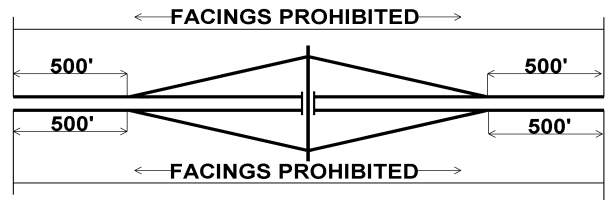


Figure 5

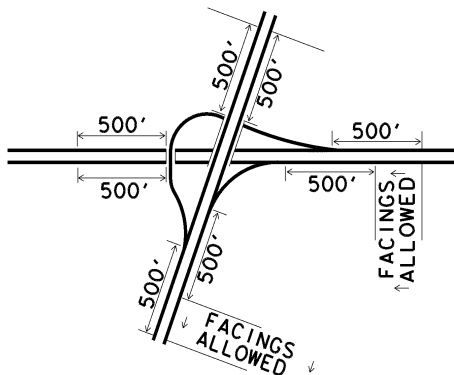
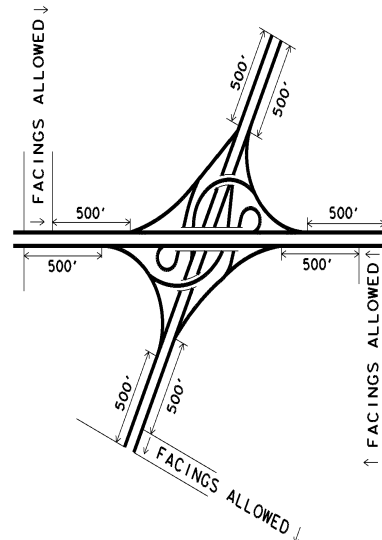
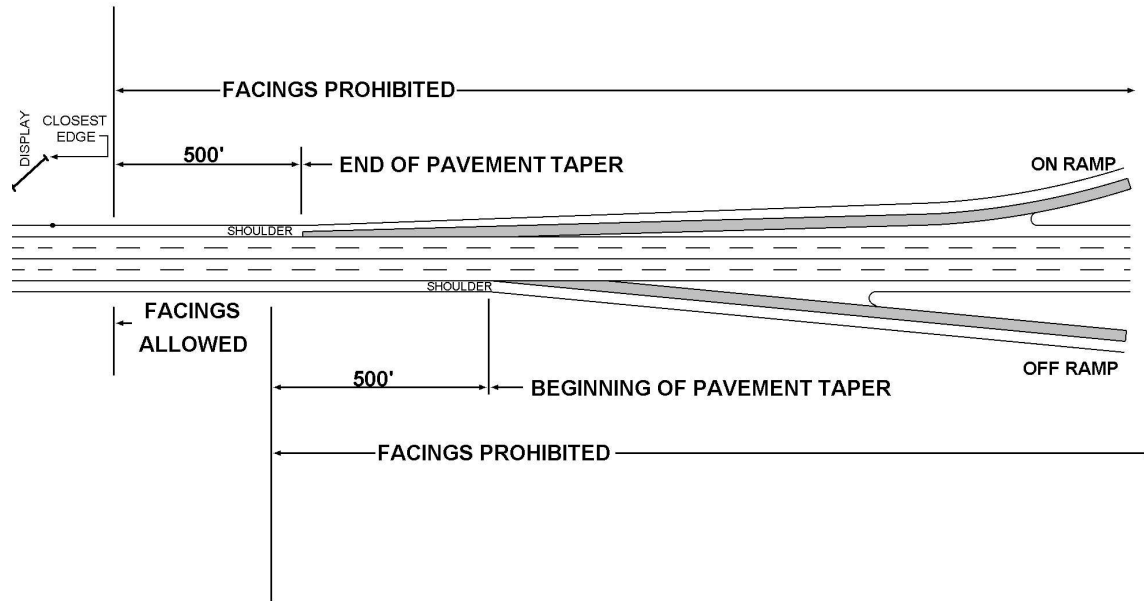


Figure 6



## Diagram 3-4

Figure 1



**2404. Measuring Distances from the Edge of the Right of Way.** The highway right of way includes all property acquired for the freeway including, but not limited to, the main traveled way, an interchange, a ramp, and interconnecting roadway. The 660' foot control corridor is determined by measuring 660 feet from the edge of the right of way along a line perpendicular to the center line of the main-traveled way.

Note: Authority cited: Sections 5250 and 5415, Business and Professions Code. Reference: Section 5408, Business and Professions Code.

### **Chapter 3.5. Application, Permit, and License Administration for Outdoor Advertising.**

**2420. Scope.** The purpose of this Chapter is to define the process for applying, qualifying, and retaining an outdoor advertising permit and license. No Display can be placed legally until after a permit and any required license are issued or renewed. The Permittee is presumed to own the Display unless the Department is notified otherwise.

Note: Authority cited: Sections 5250 and 5415, Business and Professions Code. Reference: Sections 5301 and 5351 of Business and Professions Code.

#### **2421. Preliminary Determination Application Process**

An application for a preliminary determination is submitted to the Department, with the applicable fee, when an applicant wants advance determination whether a location qualifies for a permit or what additional qualifications are required to obtain a permit. The permit application process is separate from this process. A preliminary determination application does not hold a location or restrict another person from obtaining a permit within spacing of the location for which a preliminary determination is made.

(a) The applicant shall, in accordance with the Act:

(1) Accurately complete and sign the Outdoor Advertising Structure Permit/Application, Form ODA-0002 (Rev. 11/98).

(2) Submit the completed application and fees to the Department at the address specified on the application.

(3) Place an Imprint at the proposed Display location.

(b) The Department shall, in accordance with the Act:

(1) Pre-review the application for completeness.

(2) Review the application on the basis of its eligibility as of the date processed

(3) Issue dated response of preliminary determination to the applicant.

(c) The applicant may submit an application and fees for a permit for the same location within one year of Department's preliminary determination. If this occurs:

(1) The applicant will be credited with a partial fee as provided by Section 5486 of the Act.

(2) The permit application will be reviewed pursuant to the Act and regulations in effect on the date the permit application is received.

Note: Authority cited: Sections 5250 and 5415, Business and Professions Code. Reference: Sections 5252 and 5486, Business and Professions Code.

**2422. Permit Application Process.** (a) The applicant shall, in accordance with the Act:

(1) Accurately complete and sign the Outdoor Advertising Structure Permit/Application, Form ODA-0002 (Rev. 11/98).

(2) Submit the completed application and fees to the Department at the address specified on the application.

(3) Place and maintain an Imprint at the proposed Display location.

(4) Correct any application deficiencies, pursuant to notification as required by (b)(3) within 30 days. The applicant may request an extension of the 30-day time period. The request must be in writing.

(b) The Department shall, in accordance with the Act:

(1) Date and time stamp the application on the date and in the order received by the Office of Outdoor Advertising.

(2) Review the application on the basis of its qualifications as of the date received (For example, the required business activity and zoning must exist on the date the application is received). The application is processed in accordance with the following subsections (A) through (G).

(A) First priority is given to renewing a permit for a legal Display (constructed or not constructed).

(B) An application for a legally placed Display that did not previously require a permit is processed before an application for a new Display.

(C) An application to place a new Display along an existing highway is processed in the order received.

(D) An application for placing a new Display along an existing highway where the copy will be visible from a new alignment of an interstate or a primary highway and the location is nonconforming to the new alignment is not accepted after Design Certification.

(E) An application for placing a new Display along a new alignment of an interstate or primary highway is accepted on or after the date the highway project is Accepted.

(F) An application to relocate an existing permitted Display to accommodate widening or extensive modification of an interstate or a primary highway is processed before an application to place a new Display.

(G) An application for a new Display received after Design Certification for widening or extensive modification of an interstate or a primary highway is not processed until the orderly relocation of an existing Display is completed, as coordinated by the Department. The Department issues a notice to the applicant when processing is delayed for this reason. The processing time begins after the orderly relocation of an existing Display is completed.

(3) Provide a written 30-day deficiency notice to the applicant when it is determined there is a deficiency, such as the Imprint is missing or information on the application is missing, is in error, or conflicts with findings. Failure to correct the deficiency within the time allowed results in denial of the application.

(4) Provide a final decision issuing a legal permit or denying permit issuance identifying the noncompliance with law. The permit or denial notice is issued within 60 days from the date the application is received, excluding the time periods for which notices were issued under subsection (b)(3).

Note: Authority cited: Sections 5250 and 5415, Business and Professions Code. Reference: Sections 5252, 5350 to 5358, Business and Professions Code and Section 15376, Government Code.

**2423. Permit for Off-Premise Message Center Display.** (a) An application, a permit, and fees are required to place an off-premise message center Display visible to a highway in the areas described in Section 2240(b). This includes converting a permitted Display for use as a message center or converting a permitted message center Display from advertising on-premise activities to off-premise activities.

(b) To qualify for a permit, an off-premise message center Display must meet all the requirements of the Act and these regulations for advertising off-premise activities as well as specific requirements in Section 5405 of the Act related to message center Displays.

(c) The Permittee is responsible for maintaining an off-premise message center Display in compliance with the Act and these regulations, or the Display is subject to the violation process in Chapter 3.6 commencing with section 2240 in Title 4 of the California Code of Regulations.

Note: Authority cited: Sections 5250 and 5415, Business and Professions Code. Reference: Section 5405(d), Business and Professions Code.

**2424 Permit Renewal Process** (a) A permit must be renewed pursuant to Section 5360 of the Act. The permit renewal process consists of the following:

(1) The Department mails a renewal application for a term of five years to the Permittee at the Permittee's last address on the Department's record at least 30 days before the expiration date.

(2) The Permittee returns the completed Form ODA-0013(A), Application For Outdoor Advertising Permit Renewal 1999-2003 (Rev 09/99) which is incorporated by reference, and fee to the Department postmarked on or before December 31 of the year in which the permit expires to avoid a penalty. The Permittee would be scheduled to pay as follows:

(A) A Permittee holding 10 or more permits may pay one-fifth of the fee (pro-rata fee) to the Department on an annual basis postmarked each year on or before December 31 to avoid a penalty fee.

(B) A Permittee holding less than 10 permits must pay the total fee every five years on or before December 31 of the year in which payment is due to avoid a penalty fee.

(C) The Permittee is responsible for contacting the Department if a renewal application is not received.

(3) A permit is expired and is subject to a mandatory penalty of \$75.00 if the renewal application and fee are received by the Department postmarked after December 31 of the year in which the permit expires. A permit is expired and is subject to a mandatory penalty fee if the pro-rata fee is received postmarked after December 31 of the year in which it is due.

(4) The Department shall issue the permit after receiving the completed renewal application, permit fee or pro-rata fee, and after determining the Display is not in violation of any provision of the Act or these regulations. The Department will also review its records to determine there is no active violation notice on record for the Display as of December 31 of the year in which the permit expires. The permit entitles the permittee to place the permitted display for the term of the permit, provided all pro rata fees are timely received.

(5) If the Department fails to issue a permit according to this Chapter and the Act within one year after receiving a complete and valid renewal application and required fees, the permit is considered renewed for the year of the renewal application. An applicant shall provide a certified mail receipt or signed acknowledgment of receipt by a Department representative to invoke this provision. This section does not apply to a permit under review pursuant to Chapter 3.6 commencing with section 2424 (C) in Title 4 of the California Code of Regulations or a legal action.

(6) The following occurs when a permit is not renewed in accordance with (a)(1) to (a)(4) of this section:

(A) The Department provides written notice by certified mail to the Permittee at the address on record at least 30 days before the cancellation date indicating the permit is expired, is not in compliance with the Act, or the permit fee or the pro-rata fee is not received. However, the permit may be renewed with a penalty fee.

(B) The Permittee has until December 31 of the first year following the expiration of the permit to return the renewal application, permit fee or pro-rata fee, and penalty fee or notify the Department to cancel the permit because the Display has been removed.

(C) The Department issues the permit after receiving the completed renewal application, permit fee or pro-rata fee, and after determining the Display is not in violation of any provision of the Act or these regulations. The Department will also review its records to determine if there is no active violation notice on record for the Display as of December 31 of the year in which the permit expires.

(D) When the Permittee fails to comply with subsection (5)(B), the permit is not renewable. The Department shall issue a violation notice for revocation of the permit and removal of the Display in accordance with Chapter 3.6 commencing with section 2440 in Title 4 of the California Code of Regulations.

(7) A permit must be renewed by the end of the first year after expiration or lose eligibility for renewal.

(8) The renewal application for a valid, unrevoked, and unexpired permit shall be mailed when issuance of the permit is pending resolution of a violation notice or a legal action. The Permittee shall continue to comply with the renewal requirements. The permit is issued only when a final decision is made by the Caltrans Outdoor Advertising Review Board or by a court of law that does not uphold the violation. Fees will be deposited into the State Highway Account and when appropriate, refunded upon the final decision.

Note: Authority cited: Sections 5250 and 5415, Business and Professions Code.  
Reference: Sections 5358, 5360 and 5485 Business and Professions Code.

**2425. Permit Transfer Process.** The Department will change its records to show a new Permittee for a valid, renewed, and unrevoked permit when one of the following occurs:

(a) The Permittee provides a written transfer notice to the Department that identifies the permit number and the new Permittee's name and business address.

(b) The Permittee returns the renewal application during the renewal period identifying the new Permittee's name and business address.

(c) The Department receives a bill of sale signed by the Permittee that transfers ownership of the permit.

(d) The Department receives documents proving the Permittee is deceased and the Display is transferred. The new Permittee shall provide the information required in subsection (a).

(e) A court order requires or authorizes the transfer.

Note: Authority cited: Sections 5250 and 5415, Business and Professions Code. Reference: Section 5350, Business and Professions Code, and 23 CFR section 750.707(d)(3).

**2426. Business Address of Permittee and Licensee.** (a) The Permittee shall maintain on file with the Department one mailing address. If the mailing address contains a P.O. Box, a street address of the Permittee's principal place of business shall also be provided.

(b) The licensee shall maintain on file with the Department one person's name as defined in Section 5219 of the Act and one mailing address. If the mailing address contains a P.O. Box, a street address of the licensee's principal place of business for outdoor advertising activities shall also be provided.

(c) When there is a change in the name, the mailing address, or the street address of the principal place of business, the Permittee or licensee shall notify the Department, in writing, not later than 30 days following the change.

(d) If the Permittee or licensee fails to notify the Department of a change in address, the mailing of any Departmental notice is effective when mailed to the last address on file. When the notice is to revoke a permit or a license, that notice is maintained on record with the Department for five years.

Note: Authority cited: Sections 5250 and 5415, Business and Professions Code. Reference: Section 5350, Business and Professions Code.

### **Chapter 3.6. Violations.**

**2440. Scope.** The purpose of this Chapter is to define the process the Department follows when there is a notice of violation of the Act or these regulations.

Note: Authority cited: Sections 5250 and 5415, Business and Professions Code. Reference: Section 5460 - 5465, Business and Professions Code, and 23 U.S.C. 131(r)(1) and (2).

**2441 Violations for Permanent Displays.** (a) When the Department determines a permanently placed Display violates the Act or these regulations, the owner of that Display is given a written violation notice by certified mail that the Display is in violation and subject to removal, and the owner is liable for removal costs if the Display is removed by the Department.

(b) The violation notice states each violation, the owner's responsibility to respond, and the owner's opportunity to request a review.



(c) The violation notice is issued to the Display owner unless the Department has been notified in writing that another party with a property interest in the Display also has requested notice of any action concerning the Display. The Display owner is identified as the Permittee person with their name plainly displayed thereon. When a Permittee differs from the name on the Display, it is assumed the Permittee is the Display owner and the entity named on the Display is only maintaining it, unless the Department has been notified otherwise. When the owner of the Display is not plainly displayed thereon and no permit exists, the Display owner is identified as either the property owner at the address on record with the county assessor's office or the advertiser identified on the Display.

(d) A new violation notice is not issued if the Display is sold, transferred, or the copy is changed. When purchasing a Display, the new Display owner is responsible for determining the legal status of the Display by contacting the Office of Outdoor Advertising.

(e) The owner has 30 days from the date of the certified mailing of the violation notice to respond as follows:

(1) Correct the violation, or

(2) Remove the Display, or

(3) Request in writing an informal review of the violation notice pursuant to 2443.

This request shall contain a statement of reasons supporting the request.

(4) Object in writing to the violation notice and waive the right to an informal Department review pursuant to Section 2443(b).

(f) The owner's failure to respond to the violation notice within 30 days of the date of its certified mailing results in a waiver of the right to protest the following:

(1) the validity of the violation(s) stated in the violation notice.

(2) removal of the Display by the Department without further notice at the owner's expense.

Note: Authority cited: Sections 5250 and 5415, Business and Professions Code.

Reference: Sections 5400, 5463, 5482, Business and Professions Code and 23 U.S.C. section 131(r)(1) and (2).

**2442. Review of Violation Notice.** Upon receipt of a timely written request by the recipient for review of the violation notice, the Department:

(a) reviews the appropriateness of the violation notice based on whether there is compliance with the Act and these regulations.

(b) does not revoke the permit or remove the Display until written consent by the recipient is obtained by the Department, or a final decision is issued by a court of law.

Note: Authority cited: Sections 5250 and 5415, Business and Professions Code. Reference: Section 5463, Business and Professions Code.

**2443. Causes for Revocation of an Outdoor Advertising Permit.** Causes for Revocation of an Outdoor Advertising Permit pursuant to Section 5463 of the Act and Chapter 3.6 commencing with section 2441 of these regulations exists when any one of the following occurs:

(a) The Permittee fails to renew a permit in accordance with the Act and these regulations.

(b) The Permittee fails to maintain an outdoor advertising license when required.

(c) The permitted Display is not in place, no physical construction has begun, and placement of the Display would result in nonconformance. Physical construction of a Display begins when the Permittee has applied for a local building permit before the Department issues notice that the permitted location has become nonconforming, and the Display is constructed before the local building permit expires.

(d) The property owner's consent is canceled.

(e) The Display is determined to be abandoned or destroyed.

(f) A violation of the Act or these regulations is not corrected within the time provided in the violation notice or by court order.

Note: Authority cited: Sections 5250 and 5415, Business and Professions Code. Reference: Sections 5301, 5302, 5354, 5360, 5440, 5463 5484, 5485, Business and Professions Code, and 23 U.S.C. section 131(r)(1)and(2), 23 C.F.R. 750.707.

#### **Chapter 4. Directional and Other Official Signs and Notices.**

**2450. Scope.** (a) Except as noted below, the standards for regulating directional and other official signs and notices are specified in Title 23, Code of Federal Regulations (CFR), sections 750.151, 750.152, 750.153, 750.154,750.155, National Standards for Directional and Official Signs, in effect April 1, 1998 and by this reference are incorporated in these regulations.

(b) The provisions of this chapter are in addition to the standards referred to in subsection (a) and apply to directional and other official signs and notices placed pursuant to the provisions of Section 5405 of the Business and Professions Code and located within 660 feet of the nearest edge of the right of way of an Interstate or a Federal-aid primary highway, and visible from the main-traveled way of the highway.

Note: Authority cited: Sections 5250, and 5415, Business and Professions Code. Reference: Section 5405(a), Business and Professions Code; 23 CFR sections 750.151, 750.152, 750.153, 750.154 and 750.155.

**2451. Placing Directional and Other Official Signs and Notices.** (a) An Official sign and notice, a public utility sign, a service club notice or a religious notice may be placed next to an Interstate or a primary highway.

(b) A public or private directional sign, that is in compliance with the provisions of Title 23, CFR, Chapter 1, Part 750.154, in effect April 1, 1995, may be placed next to interstate or a primary highways except that a sign may not be placed in the following locations:

(1) Adjacent To a landscaped freeway when the sign is designed to be viewed primarily by a person traveling on an Interstate or a primary highway.

(2) Within 2,000 feet of a rest area, a parkland or an officially designated scenic highway or byway area.

Note: Authority cited: Sections 5250 and 5415, Business and Professions Code. Reference: Sections 5203, 5221, 5440, and 5440.1, Business and Professions Code.

**2452. Public or Private Directional Sign; Selection Methods and Qualifying Criteria.** (a) Each location for a public or private directional sign must be approved by the Department before placing the directional sign. The Display application and the permit procedures of the Act are used to obtain approval, except application and permit fees are not required for a public or private directional sign expressly excluded from the definition of "Advertising Structure" in Section 5203 or "Sign" in Section 5221 of the Act.

(b) When processing an application to place a public or private directional sign, the following priorities are applied.

(1) First priority is given to a public directional sign

(2) Second priority is given to a private directional sign. An application for a private directional sign is not processed unless it is accompanied by written confirmation that the activity to be advertised is nationally or regionally known and is of outstanding interest to the traveling public. The confirmation is a letter, resolution, or other official document made by a local public officer, public agency, county board of supervisors, or city council, who exercises governmental authority over the area and the sign.

Note: Authority cited: Sections 5250 and 5415, Business and Professions Code.  
Reference: Sections 5203 and 5221, Business and Professions Code.

**2453. Existing Displays.** A public directional sign and other official sign or notice lawfully in existence on the effective date of these regulations, and which is permitted by city or county ordinance, may be maintained.

Note: Authority cited: Sections 5250 and 5415, Business and Professions Code.  
Reference: Section 5405(a), Business and Professions Code.

## **Chapter 5. Outdoor Advertising Displays Adjacent To Landscaped Freeways**

**2500. Scope.** The provisions of this chapter apply only to the placing and maintenance of a Displays Adjacent To a landscaped freeway.

Authority cited: Sections 5250 and 5415, Business and Professions Code. Reference: Section 5200, 5440, and 5442, Business and Professions Code.

**2501. Severability.** If any provision, clause, or application of this chapter to a person or circumstance is held invalid, the invalidity does not affect other provisions or applications of the chapter that can be given effect without the invalid provision or application, and to this end the provisions of this chapter are severable.

Note: Authority cited: Sections 5250 and 5415, Business and Professions Code.  
Reference: Sections 5440 and 5442, Business and Professions Code.

**2504. Classifications Delegation.** The Director delegates to the Chief Landscape Architect the responsibility to classify a landscaped freeway. If the delegation is changed, all references to "Chief Landscape Architect" means whomever is delegated the responsibility of classifying a freeway as a landscaped freeway.

Note: Authority cited: Sections 5250 and 5415, Business and Professions Code. Reference: Section 5250, Business and Professions Code.

**2505. Change in Freeway Character--Preliminary Landscape Determination.**

(a) Before the award of a Highway Planting Project, the Chief Landscape Architect make a preliminary landscape determination, based on the project design plans and specifications, of whether the project will change the character of the freeway to a landscaped freeway. If the preliminary landscape determination is that the project will meet the criteria for being a landscaped freeway and the Highway Planting Project will begin within 180 days, the Chief Landscape Architect issues a notice of preliminary landscape determination to the Office of Outdoor Advertising and to all persons who have made a written request to the Chief Landscape Architect to receive notice of all preliminary landscape determinations.

(b) The Office of Outdoor Advertising shall not issue a permit for a Display Adjacent To a section of freeway that is designed primarily to be viewed by a person traveling on the landscaped section after a preliminary landscaped determination is made. A Display permit which is issued, but where no physical construction of the Display has begun or exists, confers no vested rights and is canceled no earlier than 180 days after and the Permittee is notified of the action in writing by the Office of Outdoor Advertising. Physical construction of a Display begins when the Permittee has applied for a local building permit before the Department issues notice that the permitted location has become nonconforming, and the Display is constructed before the local building permit expires or 180 days whichever occurs first. Only customary maintenance, as described in section 2270 of this chapter may be performed on existing outdoor advertising displays adjacent to a landscaped freeway section.

(c) If the Highway Planting Project does not begin within 180 days after the date the preliminary landscape determination is made, the determination lapses. The Chief Landscape Architect sends notice within 30 days of the lapsed preliminary landscape determination to the Office of Outdoor Advertising and to those who received a notice of the preliminary landscape determination.

(d) After the Office of Outdoor Advertising is notified of the preliminary landscape determination lapse, a permit for a Display shall be issued if the Display meets the provisions of the and these regulations.

(e) A preliminary landscape determination lapse may not prevent a future determination that the same or similar proposed Planting meets the landscaped criteria.

Note: Authority cited: Sections 5250 and 5415, Business and Professions Code. Reference: Section 5440, Business and Professions Code.

**2506. Classification Occurs When Planting Accepted.** A freeway is classified as a landscaped freeway when the Highway Planting Project is Completed and Accepted.

Note: Authority cited: Sections 5250 and 5415, Business and Professions Code. Reference: Sections 5216, and 5440, Business and Professions Code.

**2507. Landscaped Freeway-Minimum Length.** (a) To be classified as a landscaped freeway, a Continuous Planting segment measured parallel from the freeway centerline is at least 1,000 feet in length. For purposes of these regulations, the 1,000-foot length is calculated by either of the following:

- (1) 1,000 linear feet of Continuous Planting on one side of the freeway, or

(2) 1,000 linear feet of landscaped area which is the combination of Continuous Planting on both sides of the freeway. Continuous Planting can either overlap or have a common point of beginning and ending, as measured along the freeway centerline.

(b) If a Continuous Planting segment as described above is followed by a gap of 200 feet or less and adjoins Continuous Planting which is at least 500 feet in length, the designation "landscaped freeway" applies to the total length of the Continuous Planting segment, the "gap", and the Continuous Planting.

(c) The Continuous Planting requirement is not applicable to the Glen Anderson Freeway, formerly known as the Century Freeway (I-105 in Los Angeles County).

Note: Authority cited: Sections 5250 and 5415, Business and Professions Code. Reference: Sections 5216, and 5440, Business and Professions Code.

**2508. Change in Freeway Character-Criteria and Inspection.** (a) A freeway may not be classified as a landscaped freeway until a licensed Landscape Architect employed by the Department and based on personal inspection of the Highway Planting Project, certifies in writing that the character of the freeway is changed to a landscaped freeway. The freeway character is changed to a landscaped freeway when Ornamental Vegetation is in place, is at least 1,000 feet in length, is alive, exhibits healthy growth characteristics, and the Highway Planting Project is Accepted by the Department.

(b) The Planting will require reasonable maintenance. That means a plant which, when planted, requires maintenance on a regular basis to maintain it in a healthy and attractive condition. The fact that as a plant matures it may require less maintenance than when first planted is not interpreted to mean it does not require reasonable maintenance. As used herein, maintenance means any of the following: watering, fertilizing, spraying, cultivating, pruning, cutting, mowing, replacing, weed control, washing, pest control, disease control, litter removal, or other similar plant care procedures.

(c) Functional planting does not change the character of the freeway to a landscaped freeway. Functional planting means vegetation primarily for soil erosion control, traffic safety, reduction of fire hazards, and traffic noise abatement or other non-ornamental purposes.

Note: Authority cited: Sections 5250 and 5415, Business and Professions Code. Reference: Section 5216, Business and Professions Code.

**2509. Landscaped Freeway Classification.** The Chief Landscape Architect classifies the freeway as a landscaped freeway when a review of the Landscape Architect's certification and the Planting plans and specifications indicate the highway Planting meets the criteria of the Act and this Chapter.

Note: Authority cited: Sections 5250 and 5415, Business and Professions Code. Reference: Section 5216, Business and Professions Code.

**2510. Records.** The Chief Landscape Architect shall maintain, as a public record, a register of the county, route and post mile or kilometer post of the freeways or sections of freeways classified as landscaped freeway by the Department. Identification markers may be placed and maintained by the Department at the boundaries of a landscaped freeway section.

Note: Authority cited: Sections 5250 and 5415, Business and Professions Code. Reference: Section 5216, Business and Professions Code.

**2511. Temporary Removal of Plant Material.** A landscaped freeway retains its classification when a construction project results in the temporary removal of the plant material. If the plant material is not replaced within six months after the Department Accepts the construction project, the Chief Landscape Architect shall review the classification upon the receipt of a written request. No review shall be made until six months after the Department accepts the construction contract. If the Chief Landscape Architect determines that it is not reasonably certain that new Plantings, sufficient to constitute a landscaped freeway, will be placed within two years of the date of the request for review, the section is declassified.

Authority cited: Sections 5250 and 5415, Business and Professions Code. Reference: Section 5216, Business and Professions Code.

**2512. Request for Reclassification.** A person may make a written request to the Chief Landscape Architect to classify a freeway or a section of freeway as a landscaped freeway, or to declassify a freeway or section of freeway classified as a landscaped freeway.

(a) The request (1) shall be in writing; (2) shall be signed and dated; (3) shall identify the section of freeway by county, route and post mile or kilometer post; and (4) shall contain a detailed statement of reasons supporting the proposed freeway classification or declassification.

(b) Within 60 day after receiving the written request, a Landscape Architect shall inspect the freeway or section of freeway covered by the request. All findings made during this inspection are presented to the Chief Landscape Architect, who shall determine whether to reclassify the freeway section. The determination of whether to reclassify is based upon whether the freeway section meets the criteria of the Act and these regulations on the date of determination. A field review need not be made if a review has taken place within two years of the date of the request, unless the request specifies major changes have occurred within the two years preceding the request.

(c) Within 90 days after receiving a request for reclassification, the person making the request is notified in writing by the Department of the determination and the reasons therefor. If the request is not granted, the person making the request may obtain review of this determination by the Deputy Director Project Development by notifying the Deputy Director Project Development within 30 days of the Department's notification. The Deputy Director Project Development shall have 30 days to consider the request. If no action is taken by the Deputy Director Project Development within 30 days, the request is deemed denied and all administrative remedies exhausted. The Deputy Director Project Development may extend the time to consider the request for an additional 30 days.

Note: Authority cited: Sections 5250 and 5415, Business and Professions Code. Reference: Section 5216, Business and Professions Code.

**2513. Displays Viewed Primarily from Landscaped Freeways.** If a section of freeway is classified as a landscaped freeway, the Department determines if there is a Display Adjacent To that section of freeway which is designed to be viewed primarily by a person traveling on the landscaped section of a freeway.

(a) Display is designed to be viewed primarily from a landscaped freeway section when the Display is within the limits of a landscaped freeway and its copy is legible to motorists from within the landscaped segment.

(b) All determinations are made in the present. The fact the Display may have been designed primarily to be viewed from another roadway at some point in the past is not determinative.

(c) Notwithstanding subsection (1) above, if a Display's copy is legible from both a landscaped freeway and other freeway or highway, a rebuttable presumption is established that the Display is designed primarily to be viewed from the freeway or highway with the highest daily traffic count. This presumption may be rebutted by use of the following criteria:

(1) Traffic Count. Comparing the difference between the average daily traffic count for the landscaped freeway and the other freeway or highway.

(2) Angle. The angle of placement of the Display.

(3) Visual Approach Distance. The distance the Display is legible measured along each freeway or highway it is visible from.

(4) Height. Whether the Display's height makes the Display legible to more motorists on one freeway or highway or legible to motorists for a longer period of time on one freeway or highway.

(5) Relative Size. The prominence the Display has from each freeway or highway.

(6) Copy. Does the advertising message, or have past advertising messages, give specific directions for persons on only one freeway or highway.

(7) Owner's Representations. Has the Display been represented by the owner to be viewed primarily by persons traveling on one freeway or highway.

Note: Authority cited: Sections 5250 and 5415, Business and Professions Code. Reference: Sections 5216 and 5440, Business and Professions Code.